

AMENDMENTS TO THE CLAIMS:

1. (Currently amended) A system for scheduling and controlling presentation of data, comprising:
 - a data library operable to store a plurality of features and promotional data;
 - a plurality of data presentation units each operable to present at least one of the plurality of features, at least one of the plurality of data presentation units coupled to the data library; and
 - a server coupled to the data library and operable to
 - select at least one of a desired number of features to present at a selected one of a desired plurality of times;
 - determine restrictions applicable to the selected feature;
 - select applicable promotional data to be presented with the selected feature;
 - select an appropriate language track to be presented with the selected feature;
 - select a location in which to present the selected feature; and
 - automatically provide the selected feature and promotional data from the data library to at least one of the plurality of data presentation units in the selected location at approximately the selected one of the desired plurality of times.
2. (Original) The system of claim 1, wherein the server is further operable to create new scheduling data by rotating the selection of promotional data to be presented with the selected feature.
3. (Original) The system of claim 1, wherein the at least one of the data presentation units comprises an electronic projector.
4. (Original) The system of claim 1, wherein the server is operable to receive feature and promotional data from a remote source for transfer to the data library.
5. (Original) The system of claim 1, wherein the server is further operable to control at least one facility element within the selected location at the selected one of the desired plurality

of times.

6. (Original) The system of claim 1, wherein promotional data are selected from one of the group consisting of trailers, advertisements, and interactive data.
7. (Original) The system of claim 1, wherein the feature is transmitted to the at least one data presentation unit using a wireless communication link.
8. (Currently amended) A data presentation scheduler and controller, comprising:
 - a server coupled to a storage medium; and
 - a scheduling and control process resident on the server and operable to create scheduling data by repeating for a desired number of features and a desired plurality of times:
 - selecting at least one of the desired number of features to present at a selected one of the desired plurality of times;
 - determining restrictions applicable to the selected feature;
 - selecting applicable promotional data to be presented with the selected feature;
 - selecting an appropriate language track to be presented with the selected feature; and
 - selecting a location having a data presentation unit in which to present the selected feature; and
 - storing the scheduling data on the storage medium.
9. (Original) The scheduler of claim 8, wherein the server is further operable to automatically initiate transfer the selected feature and promotional data to at least one of the data presentation units in the selected location at approximately the selected one of the desired plurality of times.
10. (Original) The scheduler of claim 8, wherein the process is further operable to select the location in response to one of the group consisting of facility data, maintenance data, and accounting data.
11. (Original) The scheduler of claim 8, wherein the process is further operable to deactivate the feature to present in response to accounting data.

12. (Original) The scheduler of claim 8, wherein promotional data are selected from one of the group consisting of trailers, advertisements, and interactive data.
13. (Original) The scheduler of claim 8, wherein the process is further operable to create new scheduling data by rotating the selection of promotional data to be presented with the selected feature.
14. (Original) The scheduler of claim 8, wherein the process is further operable to control at least one facility element within the selected location at the selected one of the desired plurality of times.
15. (Currently amended) A method for scheduling and controlling presentation of data, comprising:
 - selecting one of a plurality of features to present at one of a plurality of selected times using a computer;
 - determining restrictions applicable to the selected feature using the computer;
 - selecting applicable promotional data to be presented with the selected feature using the computer;
 - selecting an appropriate language track to be presented with the selected feature;
 - selecting a location with a data presentation unit in which to present the selected feature using the computer; and
 - repeating the features selecting, restrictions determining, promotional data selecting, and location selecting steps for a desired number of the remaining plurality of features.
16. (Original) The method of claim 15, further comprising automatically transferring the selected feature and promotional data to at least one of the data presentation units in the selected location at approximately the selected one of the desired plurality of times.
17. (Original) The method of claim 15, further comprising receiving feature and promotional data from a remote source.
18. (Original) The method of claim 15, wherein the location is selected in response to one of the group consisting of facility data, maintenance data, and accounting data.
19. (Original) The method of claim 15, further comprising deactivating the selected feature in

response to ticket sales data.

20. (Original) The method of claim 15, further comprising controlling at least one facility element within the selected location at the selected one of the desired plurality of times.